















It's hard to imagine 'after Covid-19', when it seems that we will be managing 'with Covid-19' for the foreseeable future. However, as we continue to innovate, it will be vital to design for the future, now, rather than striving for a poor facsimile of what has gone before.

We'd suggest that there is more work to be done to:

1. Reassess and strengthen the resilience of our sector, including exploring new business models that safeguards all types of workers – from freelancers and sole traders, to trainees and company directors. How can we be greater than the sum of our parts?
2. Incentivise environmentally responsible innovation in the creative sector – including new partnerships between creative/digital companies and utility, transport and waste management corporates. This has been an under-developed area for the creative sector, possibly as a result of the pre-dominance of micro and small companies. Many of us have seen environmental benefits to lock-down and different ways of working – now would be a good time to extend that way of thinking.
3. Double-down on diversity and inclusion. Enact the principle of 'nothing about us, without us' to ensure that people who are under-represented in our sector(s) have full access to design and lead the change they want to see.

18.6.2020